Ephemeral - Cities Co.

Port Paradise

hotel, motel and villas

The Sportsman's Shangri-La

Port Paradise

hotel, motel and villas

The Vacationist's Hide-a-way

COMPLETELY
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CRYSTAL RIVER . . . FLORIDA

CRYSTAL RIVER . . . FLORIDA

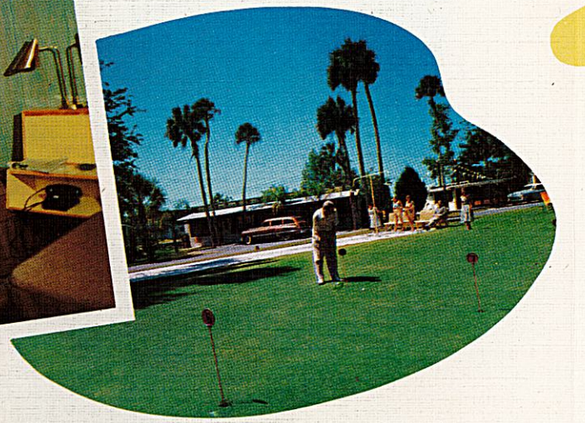
A Jewel in a Setting of Tropical Splendor

From early in the morning throughout the long sun-filled day . . . for your pleasure . . . Swimming in our new fresh water pool, or just lazing in the sun . . . a game of shuffleboard or a sporty game of golf, or thrill to the excitement of landing "a big one" for which Crystal River is famous. Fishing and hunting in season with expert guides.

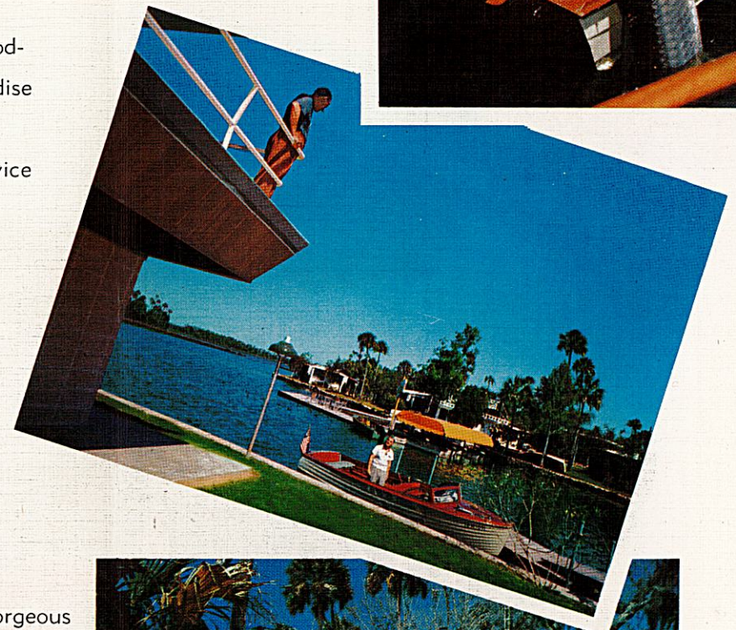
...fabulous Port Paradise...planned for your kind of vacation

Typical hotel room showing luxurious furnishings and individual private terrace.

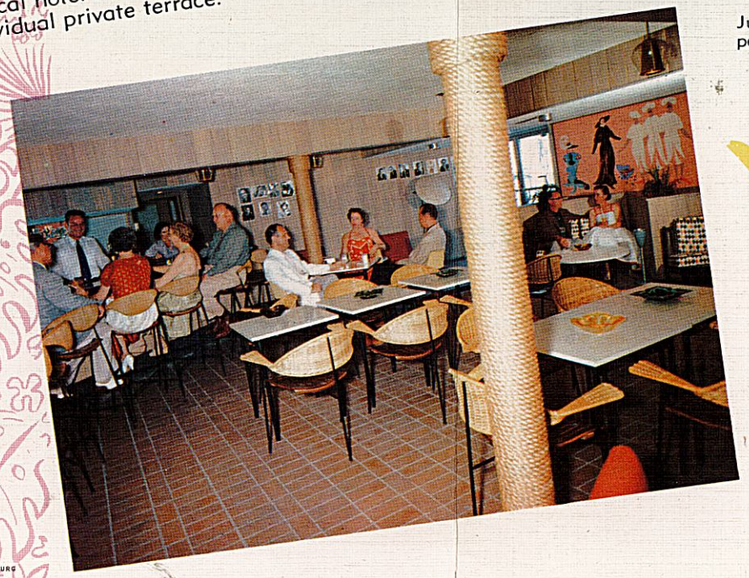
If you are tired of the same old places and vacationing has lost its zest . . . here at Port Paradise secluded on the lush tropical shores of beautiful Kings Bay you will truly find paradise . . . No tiring schedules to follow . . . A friendly country club atmosphere that is so essential to a relaxing and thoroughly enjoyable vacation.



Superbly appointed and embodying every new modern development in resort design, the Port Paradise Hotel also provides lovely furnished 1 and 2 bedroom villas (complete with utilities) and hotel service for gracious living . . . Superb Cuisine . . . Cocktail Lounge . . . Water Skiing . . . Color TV Lounge . . . Boats with outboard motors for fishing or a scenic cruise down the beautiful clear waters of Crystal River to the Gulf of Mexico.



Quality without Formality



Just outside your door . . . for polishing up on the short ones.

Ultra smart cocktail lounge where sociability and good fellowship reign supreme.

OPEN ALL YEAR . . .

. . . where pleasure becomes a way of life . . . and life becomes a pleasure.

New Development

THE VILLAGE OF PICARDY Here amidst gorgeous trees and crystal clear waters is an unspoiled charming community of fine folks building a Fairyland destined to become the West Coast's most talked of town. It is the culmination of the ambition and dream of Sam Pickard, co-founder of Columbia Broadcasting System. Beautiful Port Paradise Hotel and Villas adjoins the Village of Picardy.

Literature on request

Station Wagon service from and to transportation points.

For reservations write — Managing Director.

Phone 3451 **P. O. Box 1116**

CRYSTAL RIVER, FLORIDA

PREPARED BY
NEWMAN, LYNDE
& ASSOCIATES
JACKSONVILLE · ST. PETERSBURG
FLORIDA

ROBINSONS COLOR PROCESS